

Vision Safe Drive 2009

Washington State's Progress on Safety Culture: Engaging State Policy and Local Decision Makers

Presented by:

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Washington Traffic Safety Commission

Date:

May 21, 2009

Location:

Rapid City, South Dakota



Conference Goal

- To enhance the region's traffic safety through exchanges on emerging issues, and challenges ahead that will be used to prioritize research and outreach needs for the region.



Purpose

- Discuss Washington's experience in building a "safety culture" in transportation and traffic safety;
- Review how this process involves state and local policy setters and decision makers; and
- Review Washington's on-going implementation of a data driven, evidence based, integrated systems approach to traffic safety planning.



The Crash Problem

- The CDC reports the number one cause of death for people between the ages of 4 and 44 in the U.S is motor vehicle crashes!
- The bottom line is that crashes impact every aspect of our lives to include mobility, congestion, and the preservation of our infrastructure.

The Crash Problem

- The FHWA recently updated its crash cost estimates (2007):

– Fatality -	\$5,800,000
– Serious Injury -	\$ 288,845
– Visible Injury -	\$ 80,904
– Possible Injury -	\$ 53,626
– Property Damage -	\$ 6,209

Washington's Crash Profile

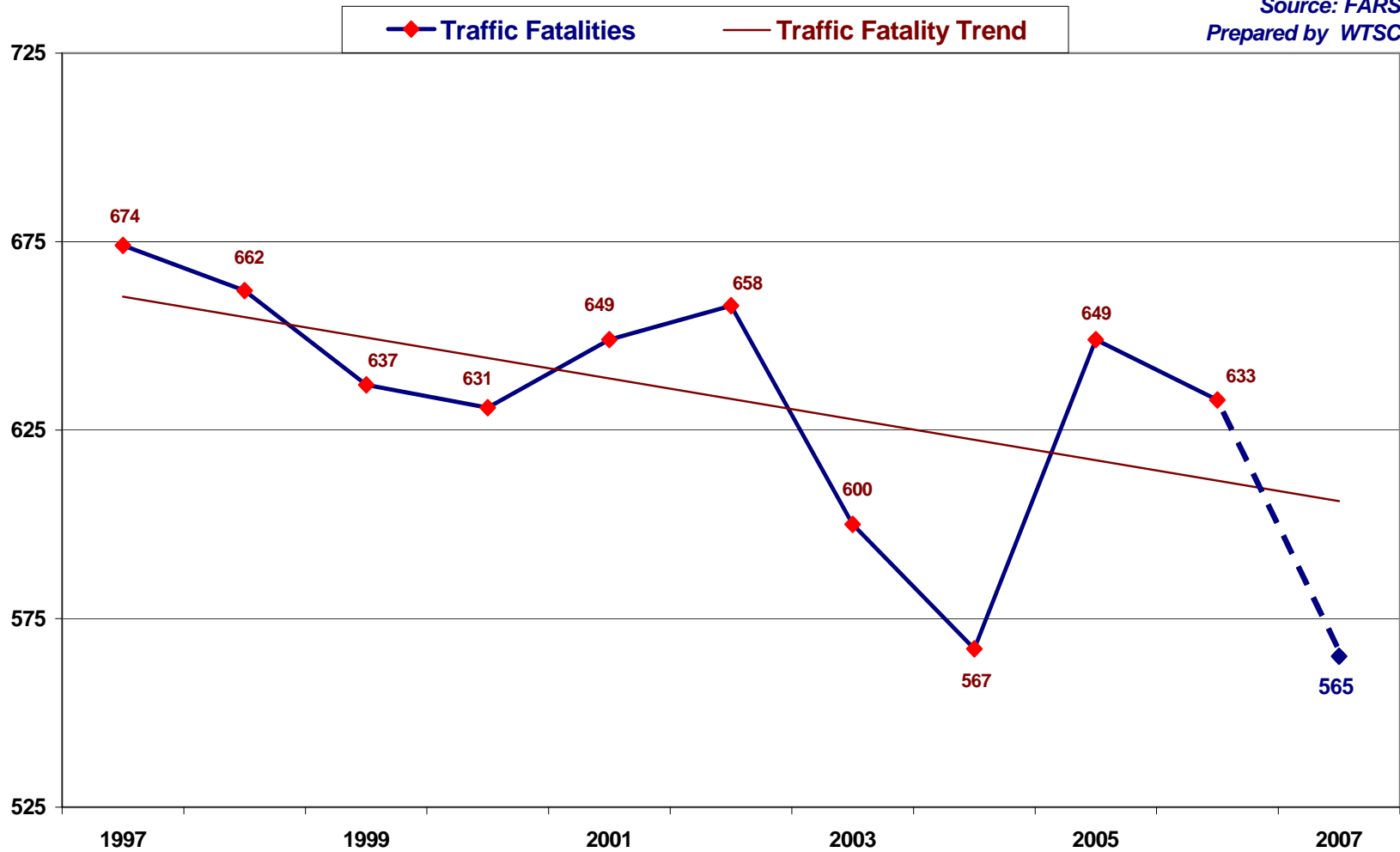
- Since 1995, an average of over **600** people have died each year in traffic crashes;
- Each year more than **3,500** serious injury crashes occur in Washington;
- Each year more than **140,000** collisions occur on Washington's roadways; and
- In 2007 the total economic cost of motor vehicle collisions in Washington was more than **\$5.8 billion**.



Washington Traffic Fatalities, 1997-2007*

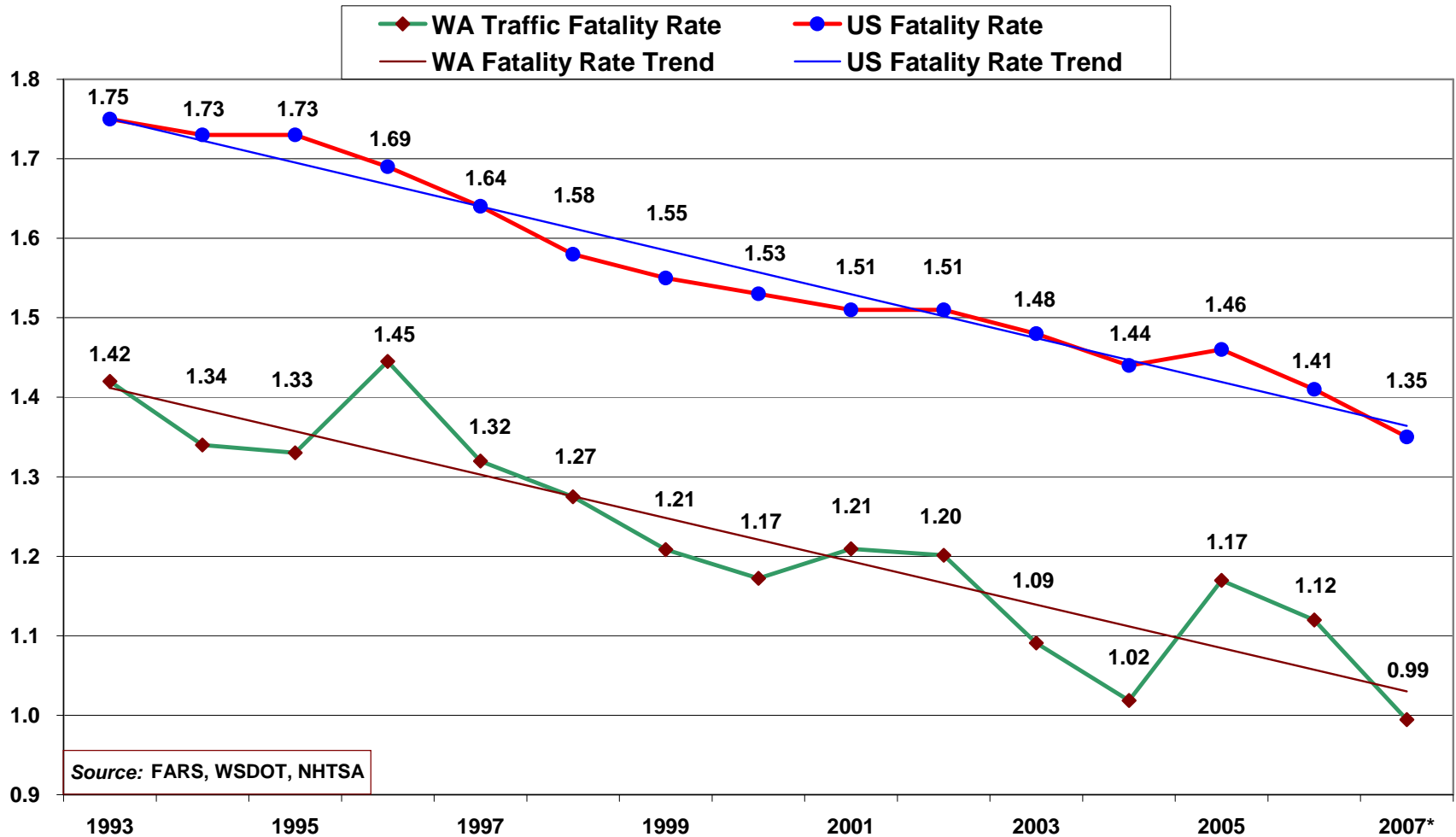
By Year, *2007 figures based on preliminary data

Source: FARS
Prepared by WTSC



WASHINGTON and U.S. TRAFFIC FATALITY RATES, 1993-2007*

Traffic fatalities per 100 million vehicle-miles traveled, *2007 figures based on preliminary data as of 6/18/08

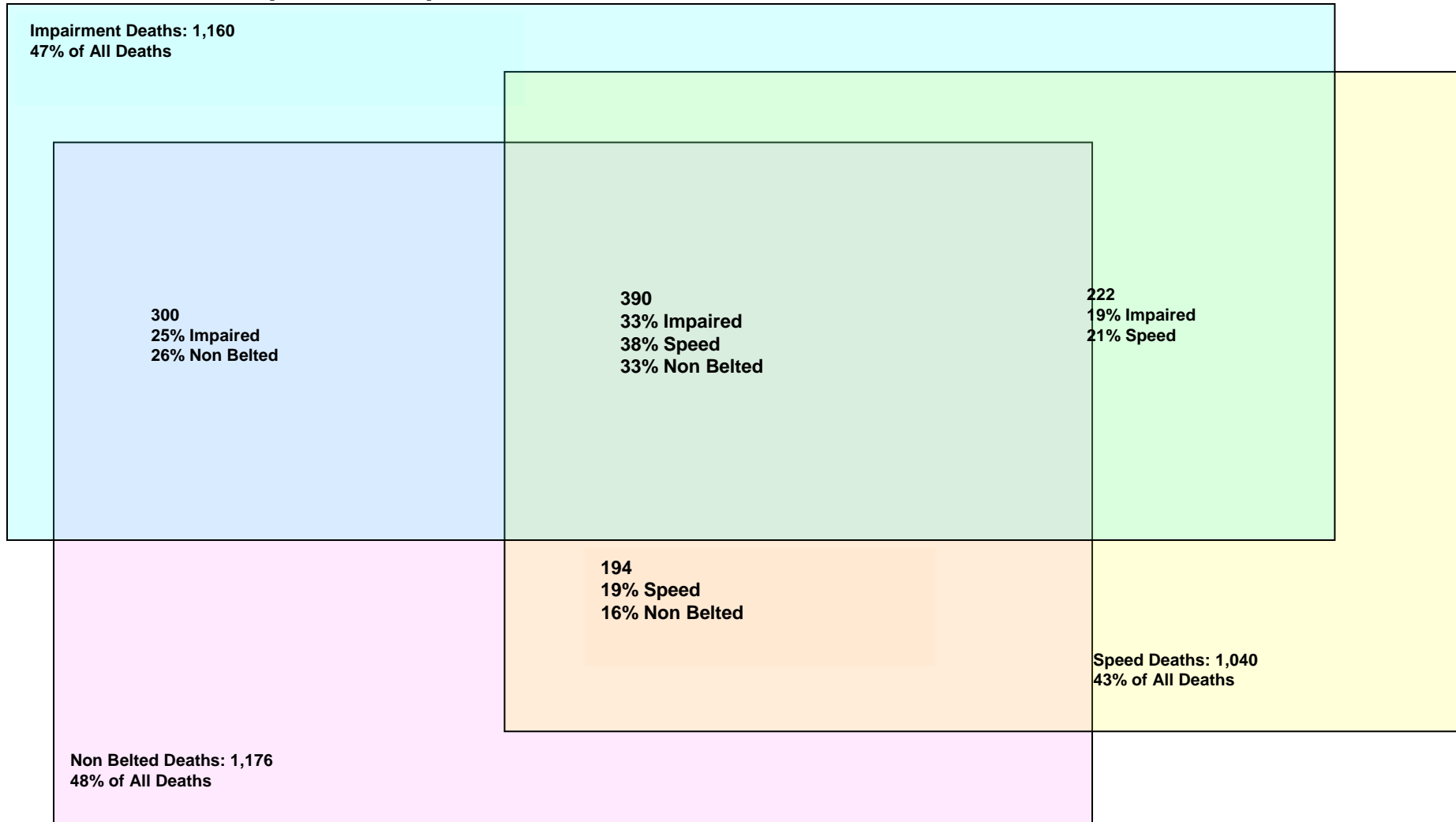


Causes of Fatal Crashes in Washington?

- **Over 80%** of traffic deaths result from behavioral errors.
- In Washington, **4 out of every 5** traffic deaths involve impairment, speed, or non-belt use or some combination of these three factors.

The Role of Impairment, Speed, and Non-Seat Belt Use in Traffic Fatalities

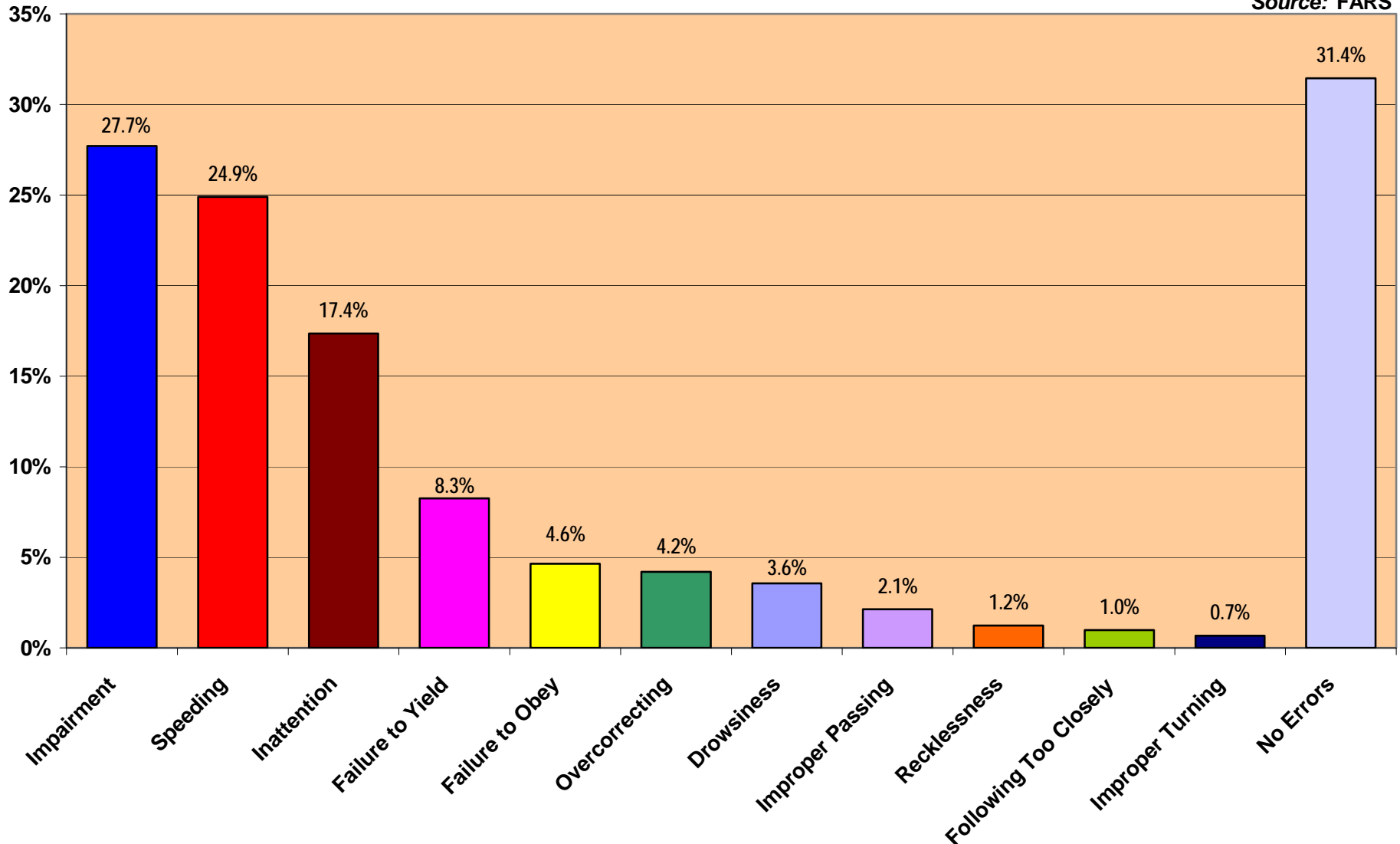
Of the 2,429 traffic fatalities that occurred from 2000-2004, 77 percent involved impairment, speed, and/or non-belt use. This accounted for 1880 deaths.



DRIVER ERRORS IN WASHINGTON FATAL CRASHES, 1996-2005

By Percent of All Drivers Involved in Fatal Crashes

Source: FARS



Driver Errors: As indicated on the police accident reports. Investigating officers can input up to four driver errors for each driver involved in a fatal collision. No errors indicates the driver was not committing any traffic offense when the collision occurred, implying they were not at fault in the collision.

Acceptable Progress?

- No!
- Over 500 people dying each year on WA roadways is not success.
- In order to change this trend the state needed a radical new approach to traffic safety planning.

Solution – a data driven, evidence-based, integrated systems approach to traffic safety planning.

Washington State

- Applies this solution via a comprehensive and aggressive implementation of the states Strategic Highway Safety Plan – “Target Zero.”
- So that?





Washington State's Strategic Highway Safety Plan (SHSP)



TARGET ZERO

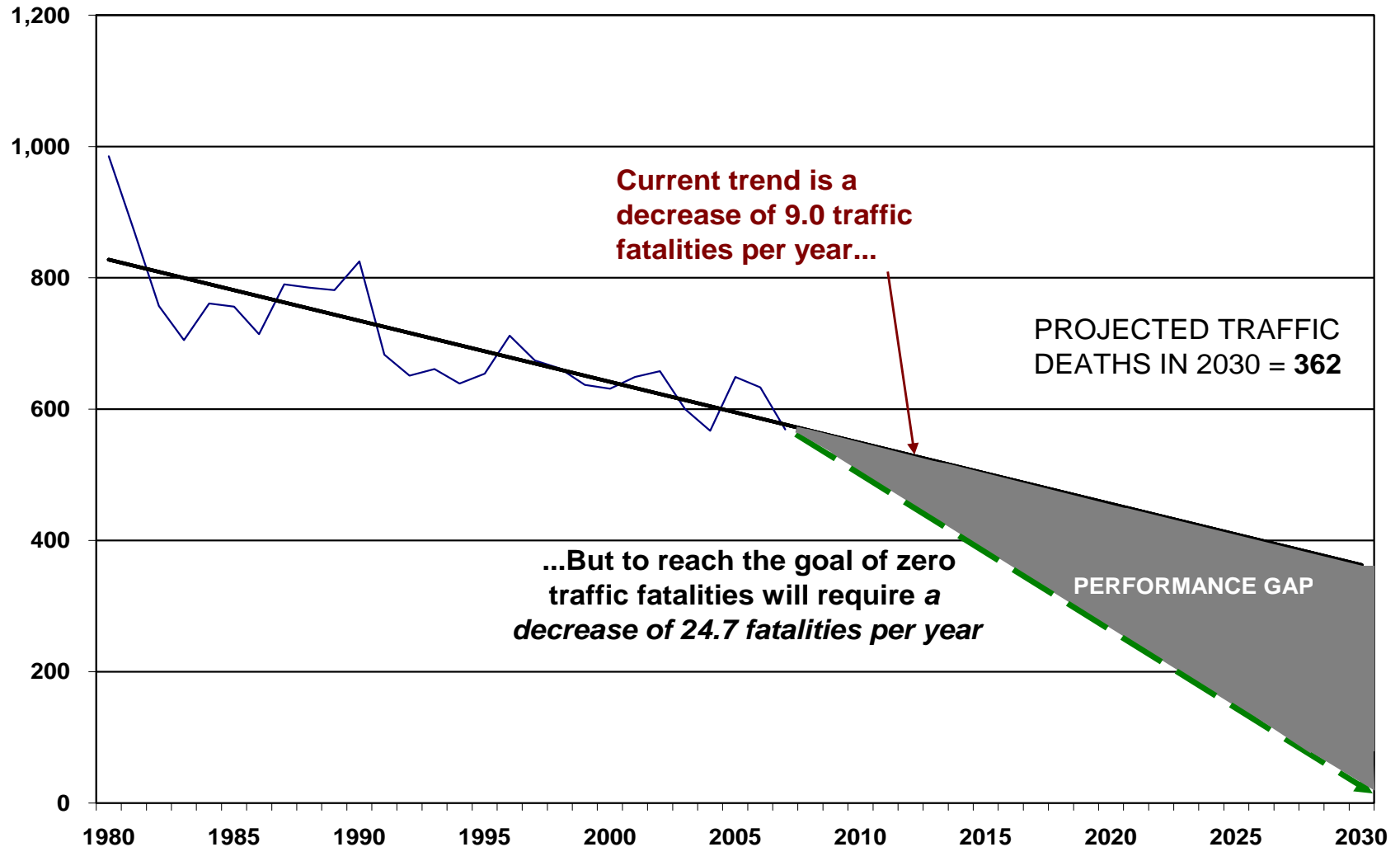
A collaborative effort to improve transportation
safety on all public roads



Washington Traffic Fatalities, 1980-2007

Projected to 2030 (preliminary data for 2007)

PREPARED BY WTSC - June 2008 (Source: FARS)



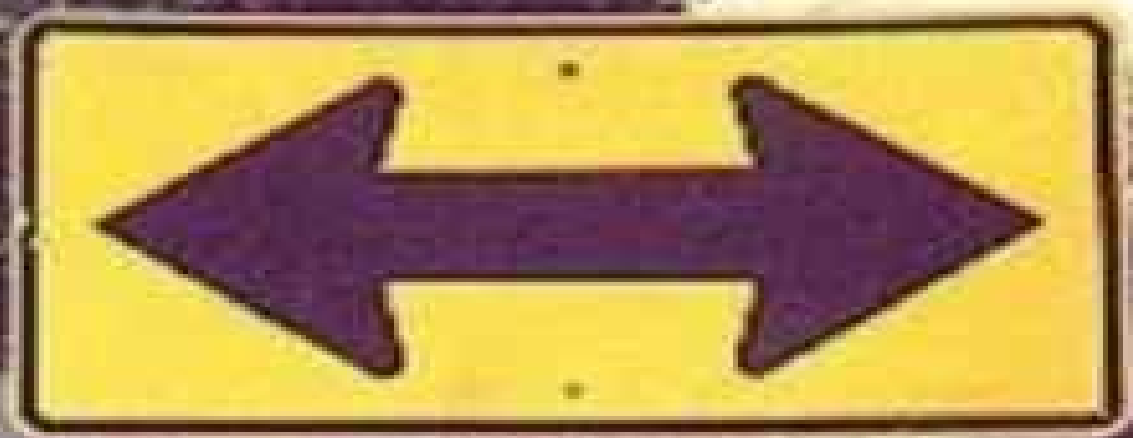
Implementing a Data Driven Collaborative Approach to Transportation Safety

- Develop and implement a Strategic Highway Safety Plan (SHSP).
- Which outlines specific elements including:
 - Statewide goals
 - Emphasis areas
 - Specific strategies
 - Performance measures



Key Elements of Target Zero

- Many partners
- Data driven
- Establishes priorities and goals
- Implemented via proven strategies and best practices
- Aggressively evaluates results
- Makes course corrections as warranted, **so that**



Determining Target Zero Priorities

- Analyze all available data;
- Identify target areas where investment of resources will generate the greatest safety benefits; and
- Group priority areas into levels, with Priority 1 being the most critical.

Priority One

- Impaired Driving
- Speeding



Priority Two

- Seat Belts
- Intersection Crashes
- Run off the Road Crashes
- Improved Traffic Records Data

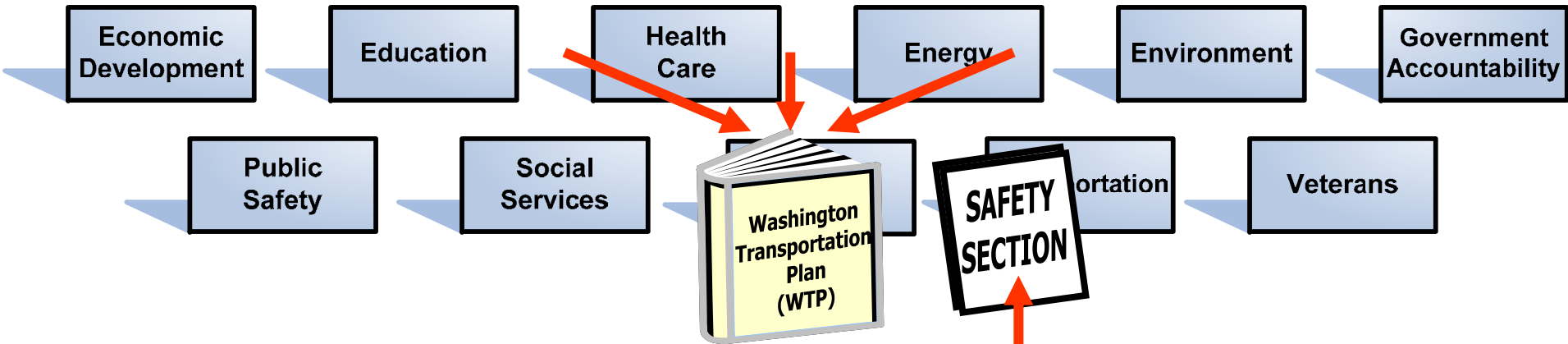
Engaging State and Local Policy Setters and Decision Makers

- Washington needed to more effectively align it's traffic safety network;
- Set priorities, more effectively allocate resources (people, time and money), using proven strategies and best practices, evaluate performance, and make course corrections as warranted;
- Accomplish the above with direct involvement and support from state and local policy setters and decision makers.

States Traffic Safety Structure

- Was WA structured and organized properly to effectively implement Target Zero?
- Answer - NO!
- The diverse traffic safety network and organizations operated independently in their respective silos.
- If Target Zero were to be implemented effectively, this had to radically change!

Governor Gregoire's Priorities for Washington

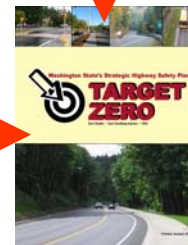


Traffic Safety Commission's Funding Plan

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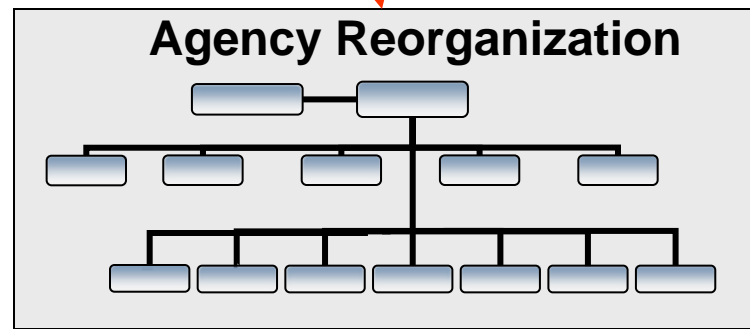


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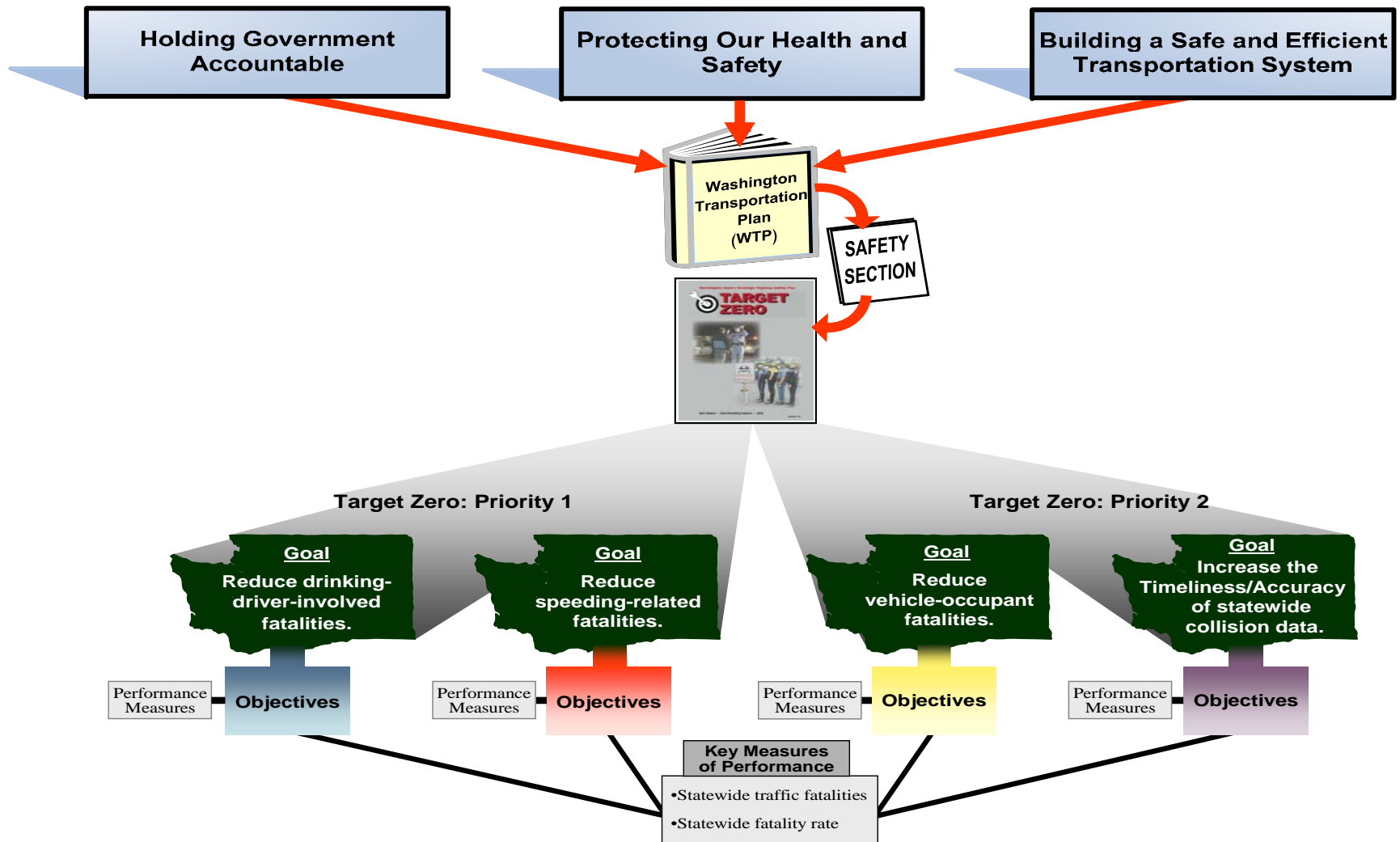


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Washington's Strategic Highway Safety Plan



Linking WTSC Goals to the Governor's Priorities



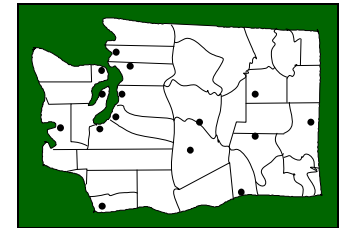


Implementation Required



Implementation Recommended

Local Agencies



Private Industry & Non-profit Groups



Indian Nations



National Agenda for Transportation Safety (SAFETEA-LU)



Governor's
Priorities



Engineering



Enforcement



Emergency
Medical Services

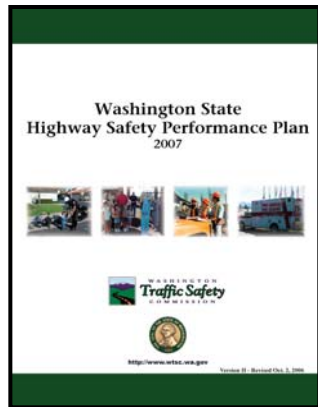
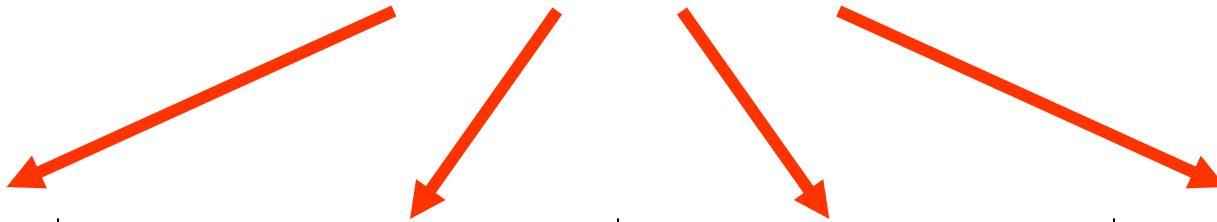


Education

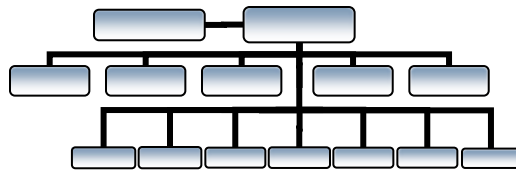


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Putting “Target Zero” to Work!



Agency Funding Plan



Structure & Personnel



Traffic Safety Awards Program



Agency Governance & Accountability



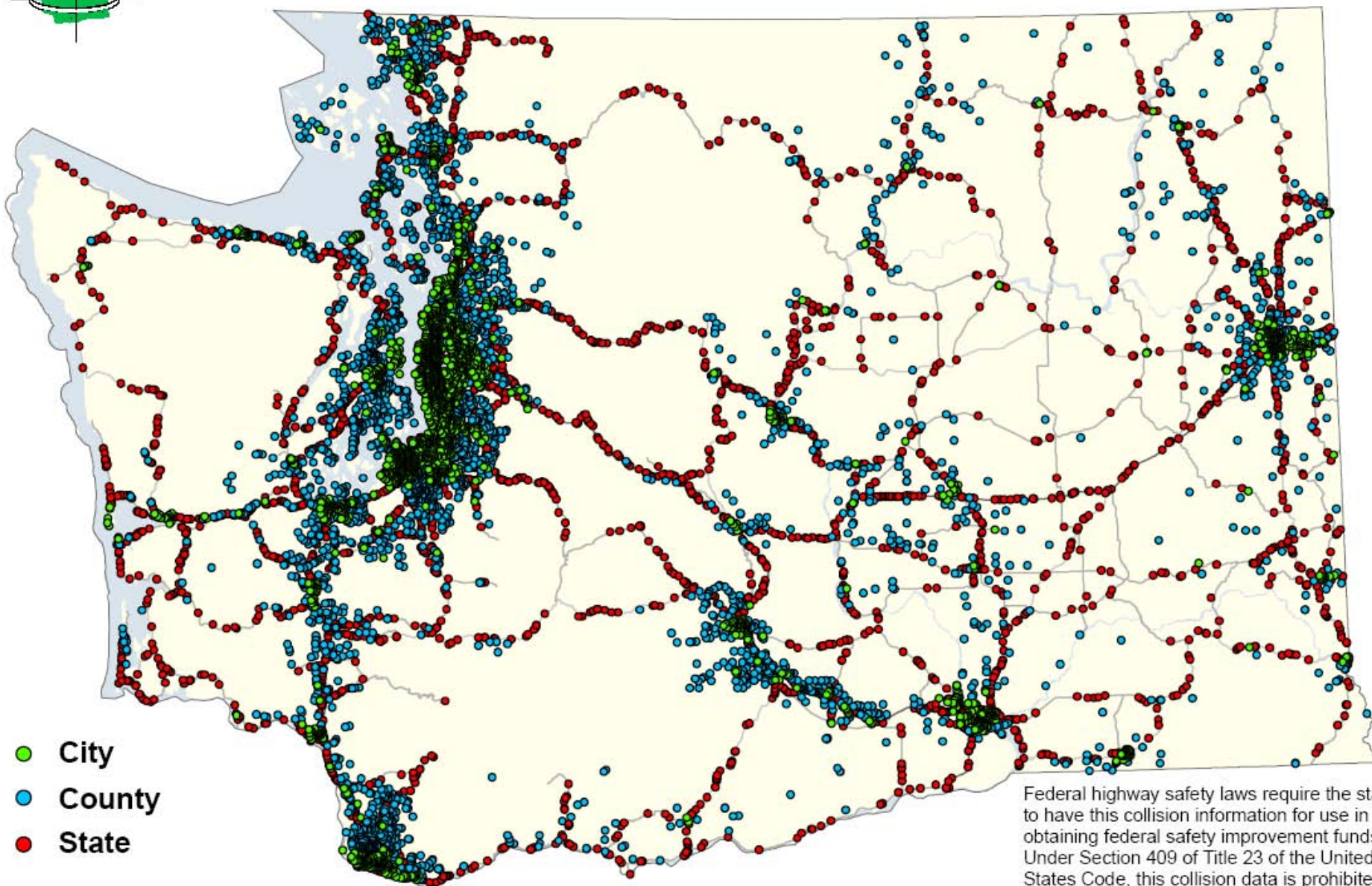
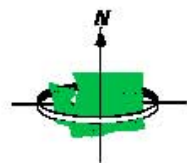
Desired Outcomes of These Changes

- Would then drive:
 - The application of countermeasures via proven strategies and best practices;
 - The targeted allocation of all traffic safety resources - people, time and money; and
 - The ongoing and aggressive evaluation of these initiatives.
- **Question – How was this accomplished?**





Fatal & Serious Injury Collisions 2002-2006



Federal highway safety laws require the state to have this collision information for use in obtaining federal safety improvement funds. Under Section 409 of Title 23 of the United States Code, this collision data is prohibited from use in any litigation against state, tribal or local governments that involves the location(s) mentioned in the collision data.

0 25 50 100 Miles

Olympic Region Fatal, Serious and Evident Injury Collisions

2002 Through 2006 - Ten Mile Length Segments

Number of Fatal, Serious or Evident Injury Collisions

Total Collisions

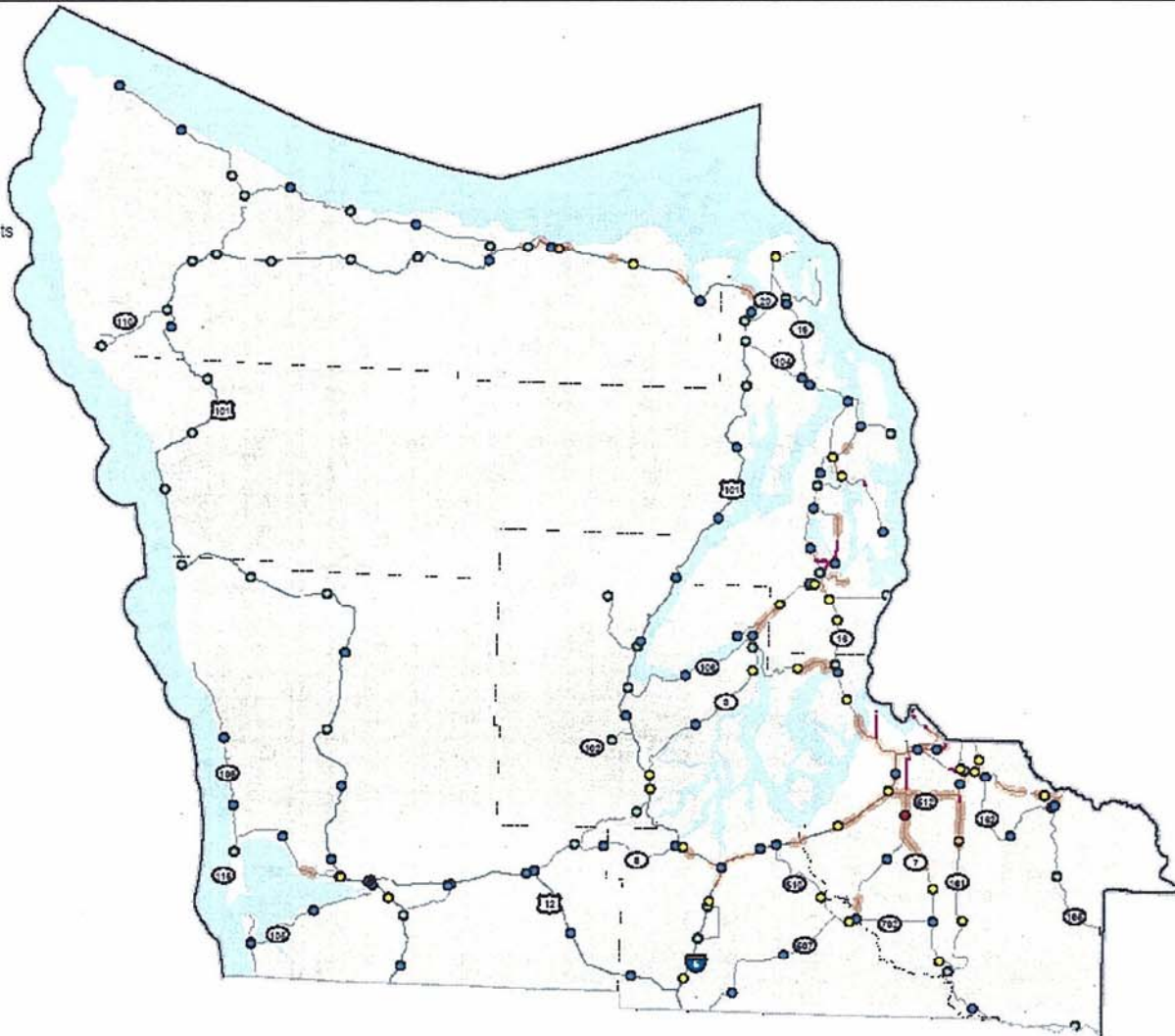
- 1 - 14
- 15 - 49
- 50 - 139
- 140 - 249
- 250 - 312



— Urban Managed Access

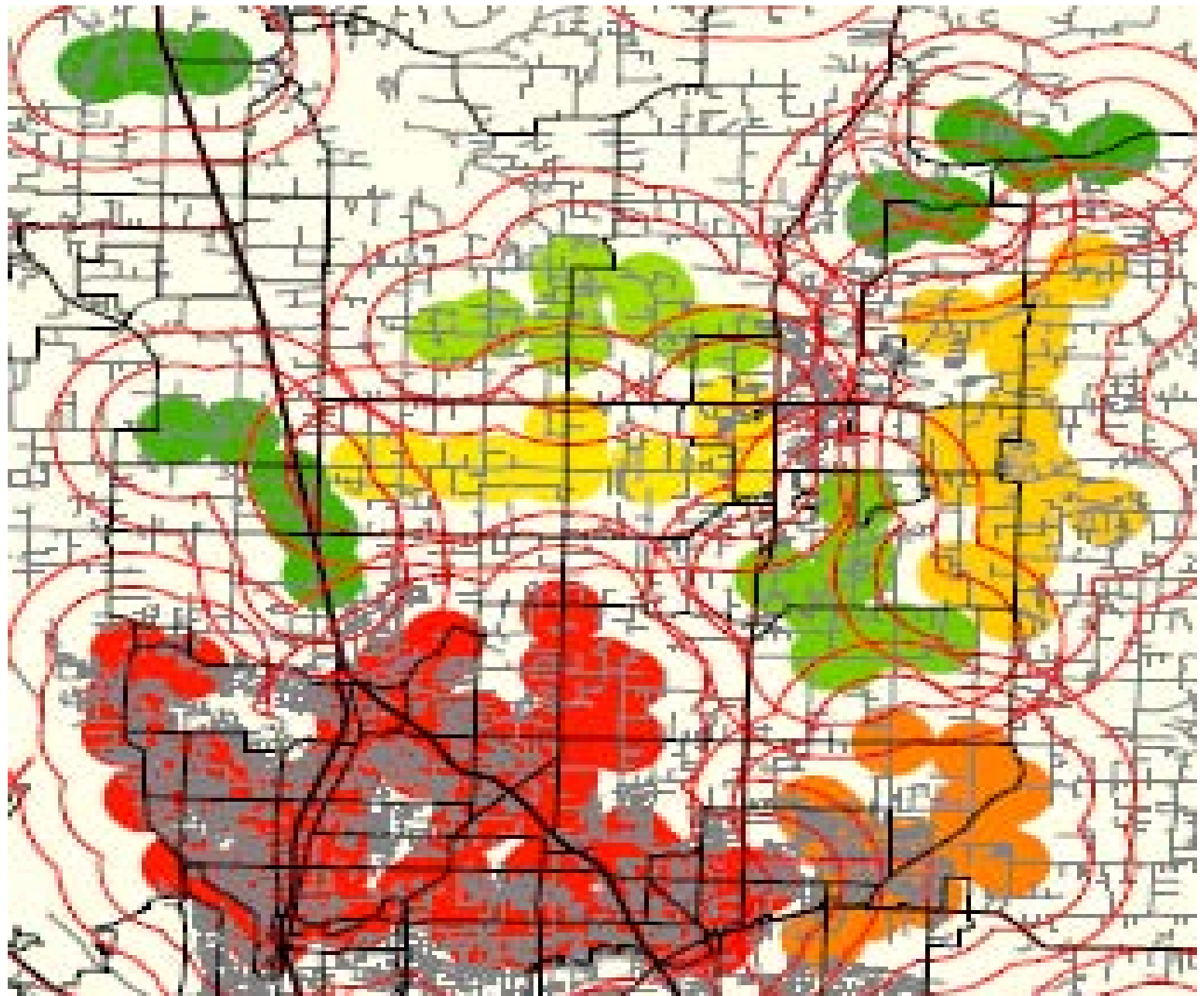
— 1/4 Mile Segment > 3

City Limits

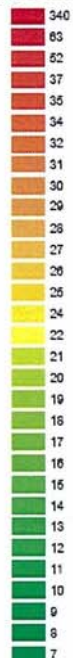


Map data © 2007. Collisions shown with this data represent the number of collisions in a given area and are not subject to change without notice. Data is current for the period 2002 through 2006.

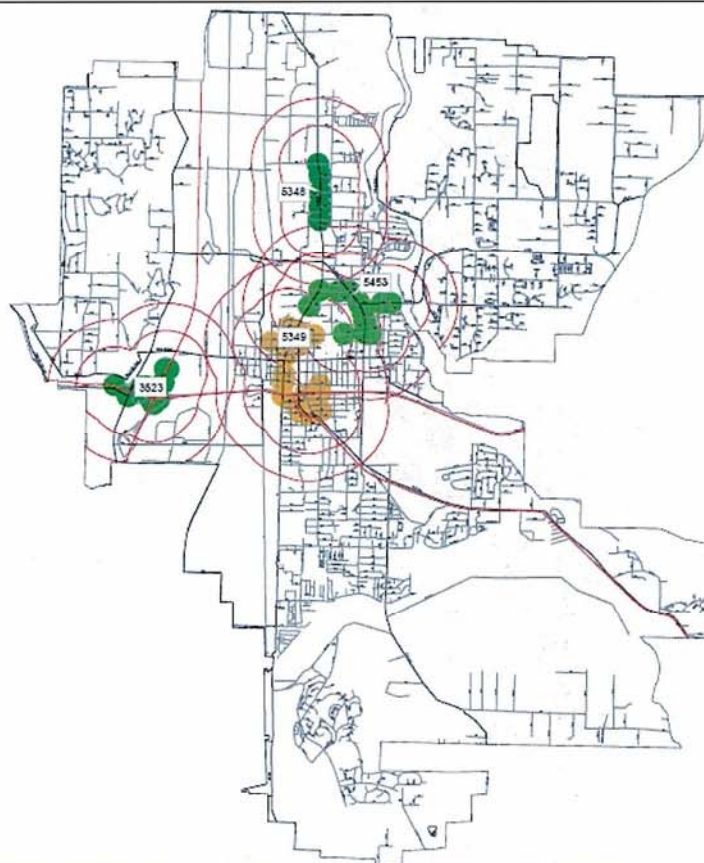
* Excludes collisions on "urban managed access" routes within cities with populations greater than 25,000.



Statewide Fatal & Serious Collision Counts 1/10th Mile Buffer



Statewide Buffer Zones Represented.



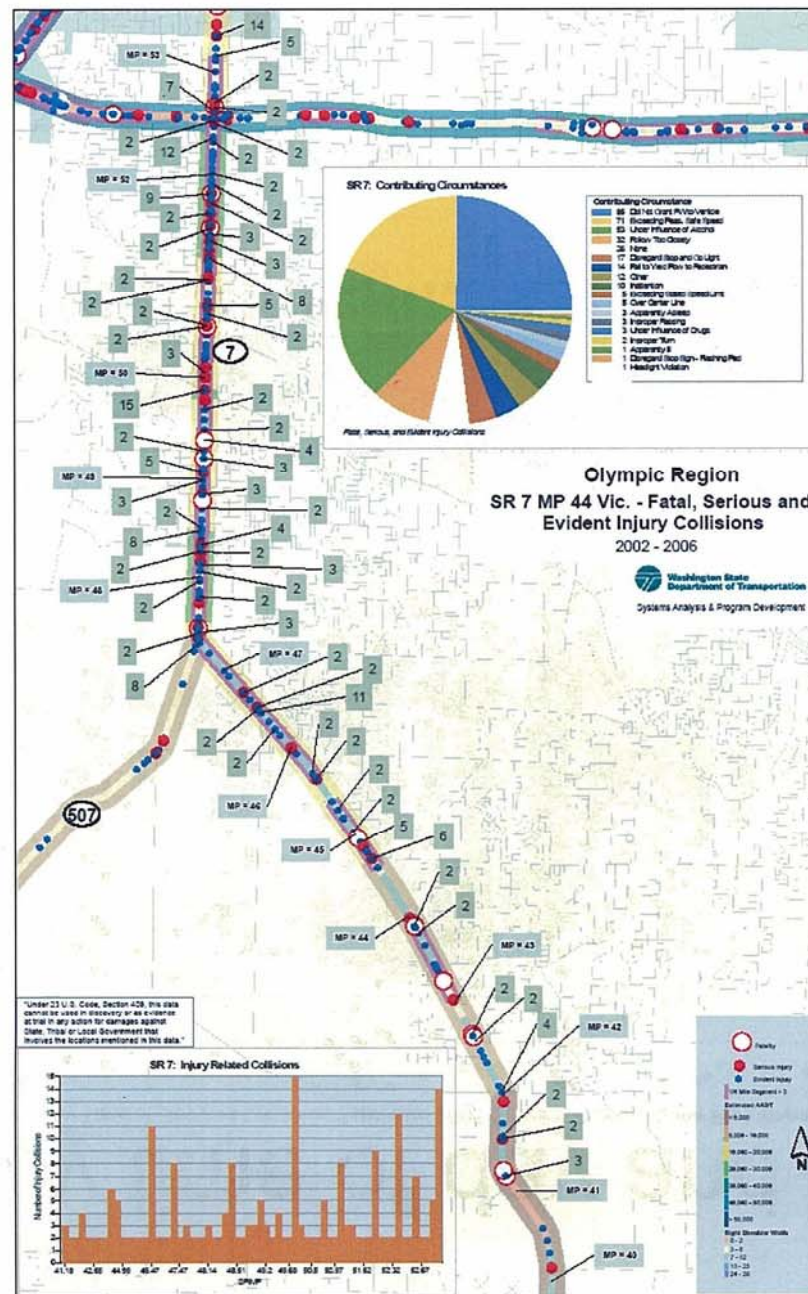
LSH EnderslapDocument



Highways and Local Programs Highway Safety Improvement Program (HSIP) Qualifying Locations

Systems Analysis and Program Development

Under 23 U.S. Code, Section 409, this data cannot be used in discovery or as evidence at trial in any action for damages against State, Tribal or Local Government that involves the locations mentioned in this data.



2008* PIERCE COUNTY MC FATALITIES

*This information is preliminary and subject to change; it is for internal use only.

FRS # CR DATE			ROADWAY		VEHICLE		DRIVER INFORMATION								DRIVING HISTORY					TOX SCREEN		
			RD TYPE	TR ID#1	VEH#	BODY TYPE	REG PER TYPE	OWN ER	DRF1	DRF2	DRF3	DRF4	MC ENDORS ?	HELMET ?	PRV CR	PRV DUI	PRV OTH*	PRV SPD	PREV SUS/R EV	BAC	DRUG1	DRUG2
1	18	1/18/2008	CO	176th St E	1 of 2	MC	DR	Y	fail to yield ROW	fail to obey trfc contr	suspended	other non- mov	SUS, MC EXP	Y	0	0	7	2	7	0	oxy- codone	canna- binoid, type unk
2	60	2/16/2008	SR	SR-410	2 of 2	MC	DR	Y	spd over limit	0	0	0	YES	N	2	0	0	0	1	0.24	0	0
3	190	6/20/2008	SR	N Meridian St	1 of 2	MC	PASS	Y	passing wrg side	0	0	0	NO**	Y	1**	0	2**	0**	0**	0	0	0
4	210	6/27/2008	SR	SR-512	1 of 1	MC	DR	Y	too fast for cond	passing wrg side	passing where prohib	under inf of alc/dr/med	NO LIC	Y	0	0	0	0	0	0.18	0	0
5	257	8/2/2008	CI	E 56TH ST	1 of 2	MC	DR	Y	inattention	too fast for cond	racing	0	YES	Y	0	0	0	0	0	0	0	0
6	257	8/2/2008	CI	E 56TH ST	2 of 2	MC	DR	Y	inattention	too fast for cond	racing	0	YES	Y	0	0	1	0	2	0	0	0
7	270	8/16/2008	SR	SR-7	1 of 2	MC	DR	Y	passing where prohib	fail to yield ROW	0	0	YES	Y	0	0	0	0	0	0	0	0
8	326	8/28/2008	CO	C St S	1 of 1	MC	DR	N	inattention	0	0	0	YES	Y	1	0	0	0	0	0	0	0
9	308	9/22/2008	CO	Houston Rd E	1 of 1	MC	DR	N	over ctrline	spd over limit	other non- mov	0	NO	Y	0	0	4	0	2	0	THC	canna- binoid, type unk
10	375	9/26/2008	CO	200th St E	2 of 2	MC	DR	Y	0	0	0	0	YES	Y	1	0	0	2	0	0	0	0
11	376	10/1/2008	CO	146th Av E	1 of 1	MC	DR	Y	spd over limit	0	0	0	NO	Y	0	0	1	0	0	0.08	0	0

**Previous other" includes seat belt violations, illegal equipment, failure to stop, reckless or negligent driving, disobeying traffic control devices, no valid license, no proof of insurance, or DWLS

**This is the MC operator's driver history

SUMMARY

10 fatal crashes with a total of 11 motorcyclist fatalities

Other

* **Target Zero priorities**

* **5 (50%) of the MC operators were impaired**

* **6 (60%) of the operators were speeding**

* **1 (9%) of the drivers/riders were not wearing a helmet**

5 (50%) of operators did not have valid MC endorsement

5 (40%) fatal crashes occurred on county roads

4 (40%) of the crashes were single vehicle

10 (90.9%) of fatalities were MC operators



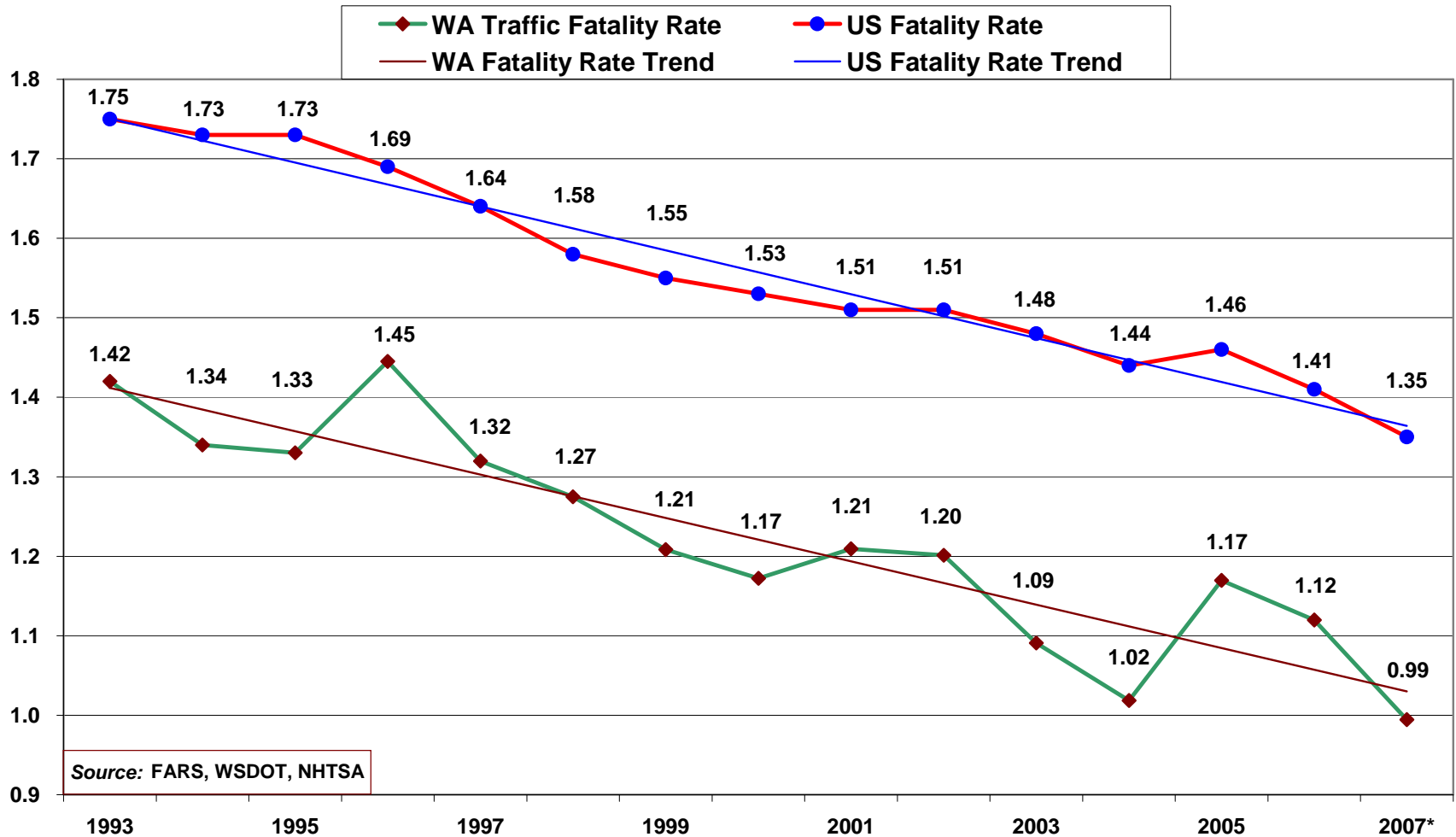
Results of This Transition

- Has Washington achieved any of the desired outcomes since implementation began in 2006?
- Let's review some performance data.



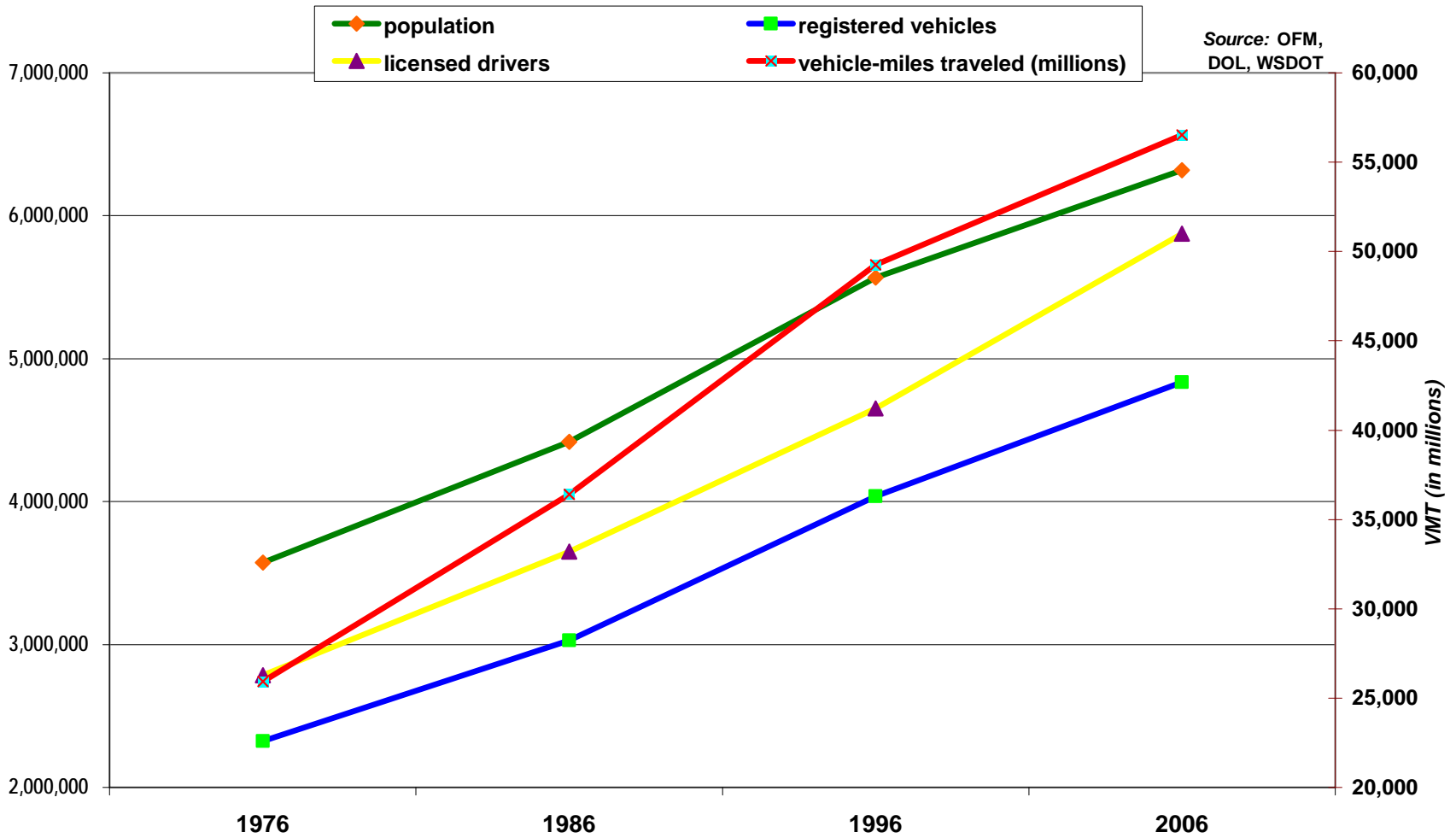
WASHINGTON and U.S. TRAFFIC FATALITY RATES, 1993-2007*

*Traffic fatalities per 100 million vehicle-miles traveled, *2007 figures based on preliminary data as of 6/18/08*

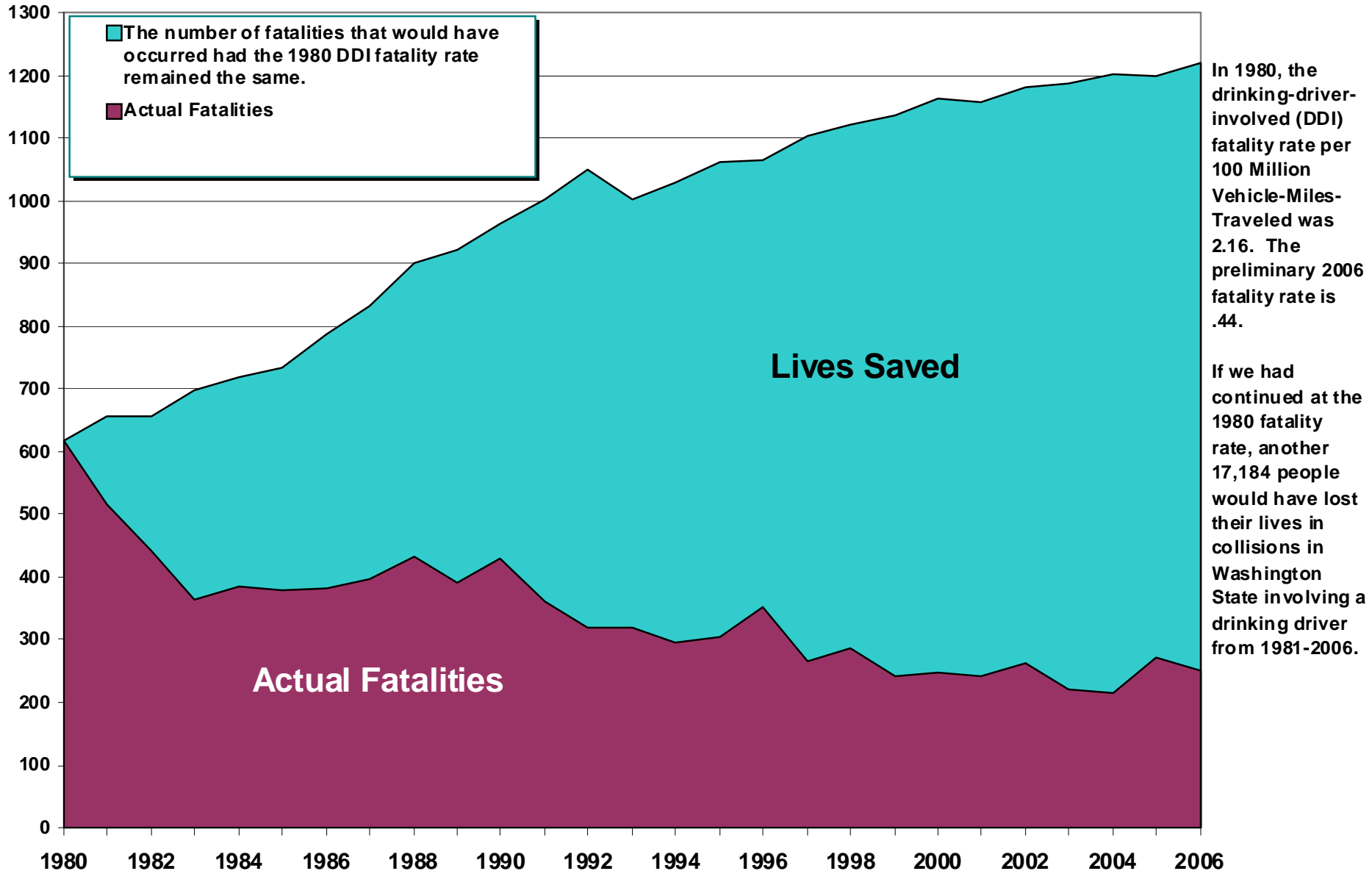


Washington Traffic Safety Exposure Data, 1976-2006

Population, Registered Vehicles, Licensed Drivers, and Travel Miles



17,184 Lives Saved in Washington State Since 1980



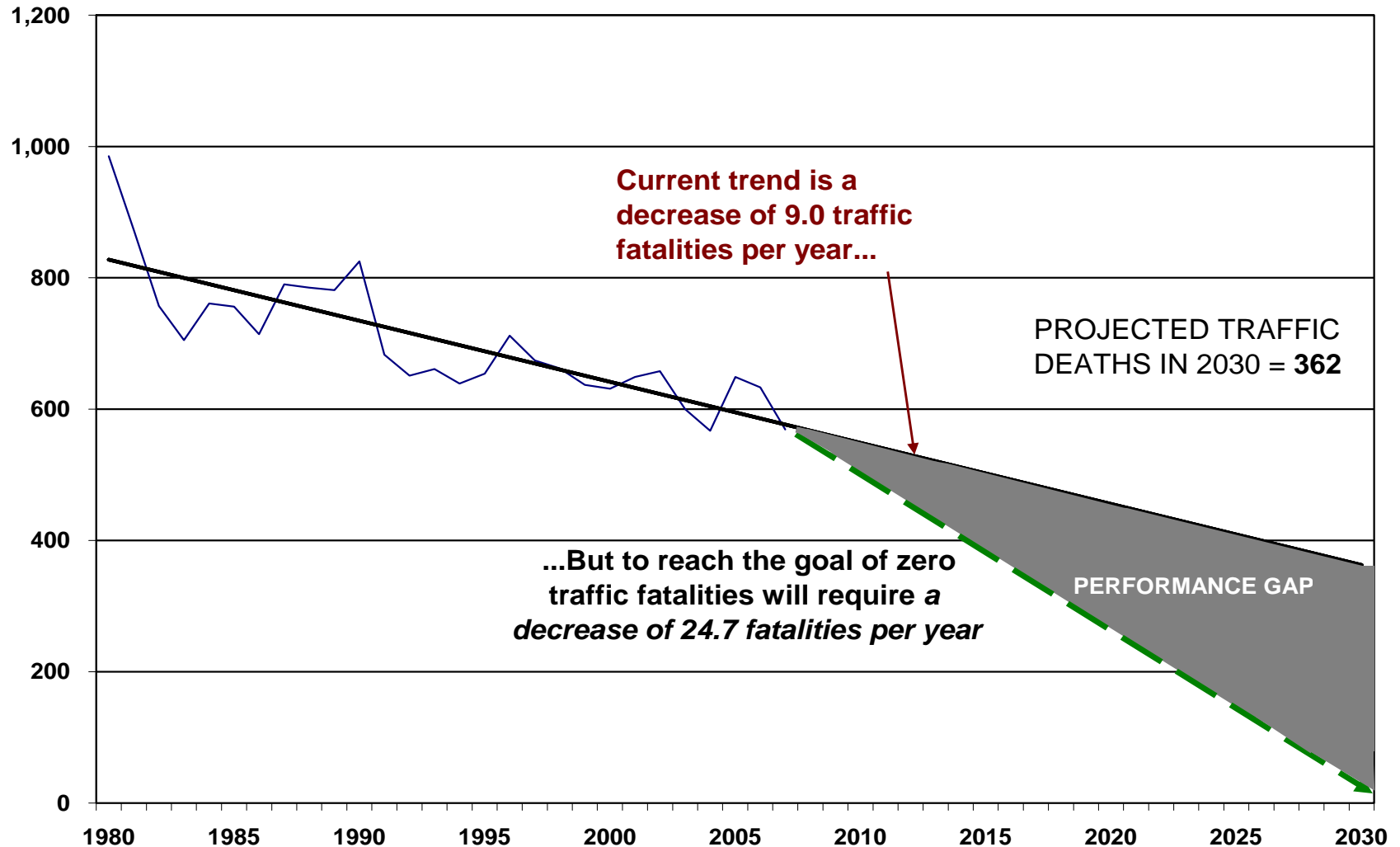
Data source: Fatality Analysis Reporting System (FARS), Office of Financial Management (OFM), and Washington Traffic Safety Commission (WTSC), (360) 753-6197.

*2006 data is preliminary.

Washington Traffic Fatalities, 1980-2007

Projected to 2030 (preliminary data for 2007)

PREPARED BY WTSC - June 2008 (Source: FARS)



Conclusion

- Traffic fatalities are a leading cause of death in this country;
- Specific behaviors are responsible for a majority of these deaths;
- A growing body of research identifies the proven strategies and best practices that can most effectively reduce these deaths;

Conclusion

- To more effectively reduce the numbers of those killed and seriously injured on our nations highways we must:

Conclusion

- Take a data driven, evidence based, integrated systems approach to strategic highway safety planning (SHSP);
- Ensure that traffic safety programs and countermeasures used to implement the SHSP are data driven and evidence based;
- Ensure that resources allocated to traffic safety programs (people, time and money) are directly aligned with SHSP priorities;

Conclusion

- Aggressively apply proven strategies and best practices based on valid and precise problem identification;
- Accurately measure and evaluate program performance and make course corrections as warranted;
- Continually evolve, refine, and improve this data driven, evidence-based, integrated systems approach to traffic safety planning; **and remember that**

Conclusion

- This entire process of creating a culture of safety began with:
 - Engaging State and Local Policy and Decision Makers to lead and support this important transformation of traffic safety planning and program delivery!

Conclusion

- Remember - what you do in traffic safety each and every day makes a difference in the communities and lives of those we serve!
- Traffic safety is personal, one life at a time!

Questions



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